

MEDIA PLAN

**RIYADH CONVENTION
AND EXHIBITION CENTER
RIYADH, SAUDI ARABIA**

**04-06
F E B
2019**

Organised by:



SAUDI FRANCHISE EXPO MARKETING CAMPAIGN

PR & Media Communications:

- Develop PR Plan that will include monthly press releases with updated news about the partnership and the role of the Tazaj
- Partnership with top media outlets (TV Channels, Radio Stations and Newspapers)

PR COVERAGE

Promote the message

- Communicate and connect with business influencers to present successful SMEs and Franchise stories and to promote Saudi Franchise Expo platform
- Assign Ambassadors / Influencers / Bloggers / Public figures to speak and promote the expo

360° MARKETING

INFLUENCER MARKETING

- Create alliance with public associations and other government entities in related sectors.

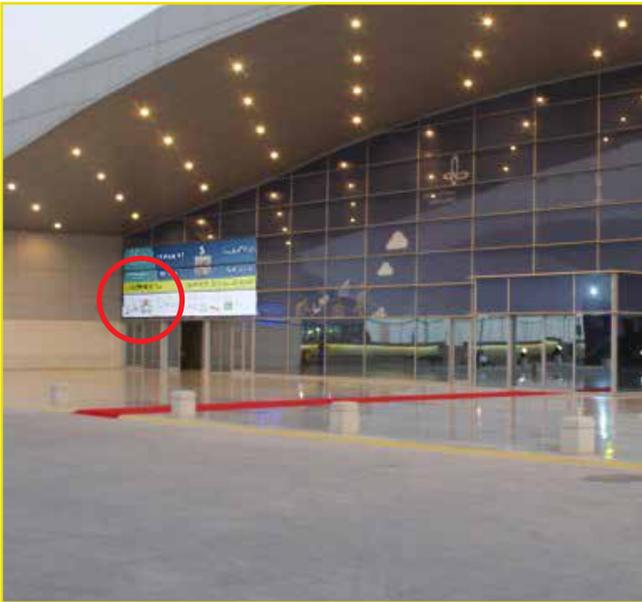
Marketing Channels (Online & offline marketing tools)

- Social media
- Online advertisements in online news websites and in top social media bloggers' accounts (Twitter & Snapchat)
- Print Media (advertisement in specialized magazines)
- Google AdWords/ display network/ Youtube advertising campaign
- Multimedia and video production (making small videos and infographics to promote through different social media platforms)

DIGITAL AND DIRECT MARKETING

ONSITE BRANDING AND MARKETING COLLATERALS LOGO PLACEMENT

Outdoor



Venue Branding



Registration

SFE Seminars and Workshops



Press Conference and Signed Agreement Stage



Invitation Cards

visitor and exhibitor lanyards and badges



Official Show Catalogue



Back Cover

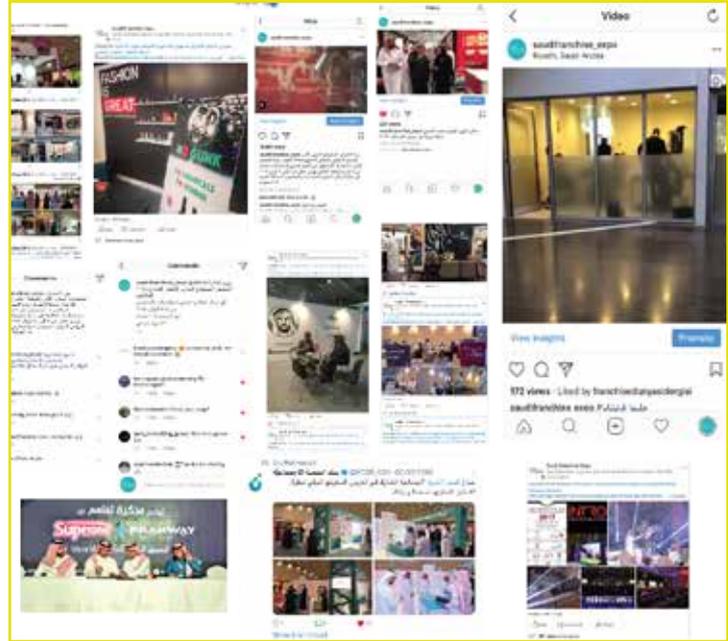
Front Cover

E newsletter

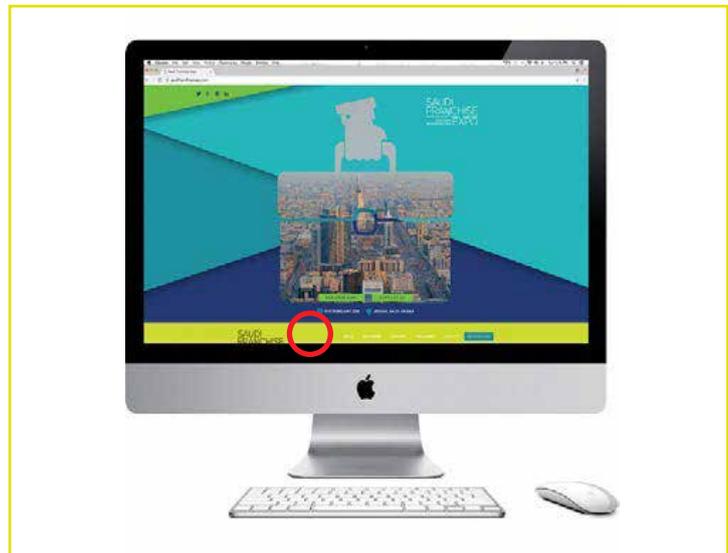
- * Dedicated emailer to the show's database
- * Logo on all digital communications footers (emailers, e-newsletters, e-invitations)



Social Media



Website



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